



COMMUNICATIONS

Consider this Pathway if you find that the people and organizations that could benefit from knowing and understanding your company are not aware of you. This can include customers, prospects, partners, distributors, industry influencers, investors and your employees.

Learn how to build an integrated communications plan.

Learn the fundamentals of e-marketing.

Learn how to make people aware of who you are, what you do and why they should consider doing business with you.

Learn how to generate business opportunities and to provide sales and distributor organizations with the tools that help close-the-deal.

Learn how to develop two-way communications between key groups such as employees, customers, distributors and influencers.

Assessing and determining your communications needs

Identify the key elements for your programs.

Brand and Awareness Building

Key Messaging and Unique Value Proposition

Lead Generation

Collateral, Presentation and Selling Tools

Employee, Customer, and Partner Programs

Media and Industry Influencer Programs

Use the Buyer Decision Model to understand the roles of each communications tool and to create an integrated communications plan that best meets your needs.

Learn how your internet tools support every aspect of your marketing, the basics of search engine optimization and how to use various web advertising tools effectively.

Learn the importance of your brand, how to develop and support it.

Learn how to develop the best content for each of your target audiences.

Learn how to get the most out of your lead generation campaigns.

Create collateral and other selling tools to support each stage of the Sales Process.

Learn the roles of newsletters, portals, surveys, blogs, and other tools to communicate with key groups and gather feedback.

Learn how Public Relations can add strength and credibility to your brand and communications programs

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